

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. William R Vitanyi		07/16/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Build-A-Bear Retail Management, Inc.		
Street Address:	1954 Innerbelt Business Center Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63114-5760		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77751066	BUILD-A-BOOK	
CORRESPONDENCE DATA			
Fax Number:	(314)423-8188		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	314-423-8000		
Email:	mitzij@buildabear.com		
Correspondent Name:	Mary Ann Frances Mackey		
Address Line 1:	1954 Innerbelt Business Center Drive		
Address Line 4:	St. Louis, MISSOURI 63114-5760		
ATTORNEY DOCKET NUMBER:	BUILD A BOOK RECORDAL		
NAME OF SUBMITTER:	Mary Ann Frances Mackey		
Signature:	/Mary Ann Frances Mackey/		
Date:	07/28/2011		
Total Attachments: 1 source=Assignment BUILD-A-BOOK Vitanyi fully executed#page1.tif			

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 REEL: 004592 FRAME: 0408

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") is entered into as of 7-16, 2011, by and among William Vitanyi ("Assignor"), and Build-A-Bear Retail Management, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademark BUILD A BOOK for book publishing and U.S. App. Serial No. 77/751,066 (the "Mark");

WHEREAS, Assignee has agreed to purchase from Assignor fourteen (14) cases of the book "The Official Guide to Office Wellness" for the sum of \$9000;

WHEREAS, Assignor wishes to assign the entire rights, title and interest in and to the Mark, including U.S. App. Serial No. 77/751,066 and the goodwill associated with such Mark to Assignee and Assignee desires to assume such mark and the goodwill of the business related thereto.

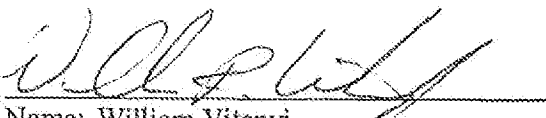
NOW, THEREFORE, in consideration of one (1) dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby sells, assigns, transfers and sets over unto Assignee all of Assignor's right, title and interest in and to the Mark and U.S. App. Serial No. 77/751,066, together with the goodwill of the business associated therewith, and all causes of action, past, present and future for infringement of the Mark.

2. Assignor further covenants and agrees that it will, at any time upon request, execute and deliver any and all documents that may be necessary or desirable to perfect the title to the Mark in Assignee, its successors and assigns, and that it will, at any time upon request, communicate and provide to Assignee, its successors and assigns, such facts and documents relating to the Mark or the history thereof as may be known to it.

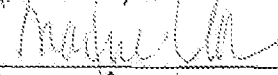
IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written.

ASSIGNOR:


Name: William Vitanyi
Title:

ASSIGNEE:

BUILD-A-BEAR RETAIL
MANAGEMENT, INC.

By: 
Name: Maxine Clark
Title: Chief Executive Officer

